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BC STATS

Service BC
Ministry of Labour and Citizens' Services

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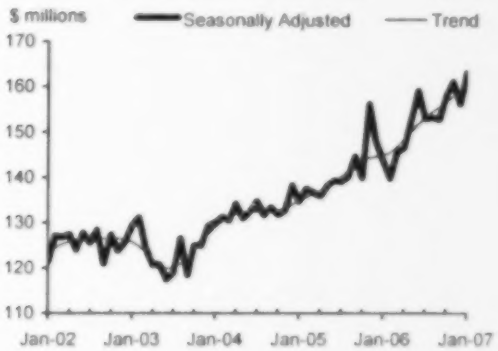
Tourism Sector Monitor ◆ April 2007

Room Revenue

Room revenues climbed 4.4% in January to $163 million. Growth was strongest in Thompson/Okanagan (+11.7%), where the skiing destinations at both Big White and Silver Star mountains saw a rise in business. Mirroring this success, an increase in receipts at Whistler led Mainland/Southwest to a 4.5% growth in revenues. Vancouver Island/Coast (+2.8%) and Nechako (+1.6%) round out the regions that showed gains in January. Kootenay was off 3.1% with respect to revenues, while receipts at both North Coast (-2.5%) and Northeast (-2.4%) were also down. Business in Cariboo was flat (+0.0%).

Room revenues rose in January



Increases in room revenues were recorded for all accommodation types in January. Motels across the province fared the best as business was up 5.5% over the previous month. The largest hotels (251+ rooms), most of which are located in Mainland/Southwest, took in nearly $2 million more than in December, a gain of 4.5% (*seasonally adjusted*) as business in Whistler in particular was strong. Operators of hotels with 151-250 rooms saw revenues rise 3.9%, while returns at medium-sized (76-150 room; +2.4%) and smaller (1-75 rooms; +1.7%) hotels were also higher. Vacation rentals took in 3.8% more in revenues and other types of accommodations, including fishing lodges, bed and breakfasts, and campgrounds, saw their business increase as well (+2.5%).

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type			
	Jan 07 ($000)	Dec 06 ($000)	% change
Total	163,155	156,240	+4.4
Hotels	119,322	115,466	+3.3
Motels	21,688	20,564	+5.5
Other Accommodations	22,065	21,385	+3.2
Regions (Top 3 performers)			
Thompson/Okanagan	26,913	24,085	+11.7
Mainland/Southwest	86,270	82,577	+4.5
Vancouver Island/Coast	29,327	28,526	+2.8

Visitor Entries

The number of travellers arriving in Canada through BC inched up (+1.0%) in January. This rise in the overall total is largely due to an increase in the number of visitors from the US (+1.7%). While the number of same-day visits was only slightly higher in January (+0.3%), overnight stays rose 2.5%.

Visits to Canada from overseas locations slipped (-1.3%), which can be explained by a sharp decline in the number of both Asian (-4.4%) and Oceanian (-2.8%) travellers. In contrast to this, European entries were up 3.9%.

The number of Canadians returning home through BC was down marginally (-0.1%) in

January. Trips to the US were off 0.9%, while a greater number of Canadians returned home from overseas (+4.6%).

Visitor entries rose 1.0% in January

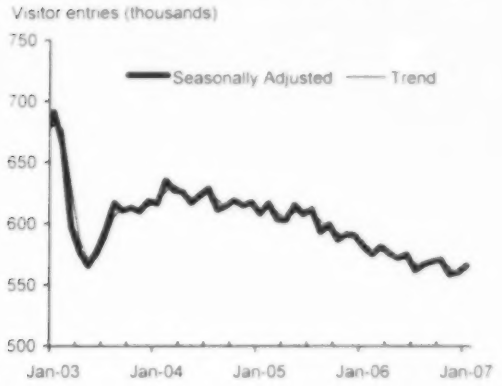


Table 2. Traveller Entries
(seasonally adjusted)

	Jan-07 ('000)	Dec-06 ('000)	% chg from Dec-06
American visitors			
Total	443	436	1.7
Same-day	155	154	0.3
Overnight	288	281	2.5
Overseas visitors			
Total	123	124	-1.3
Europe	42	40	3.9
UK	19	17	10.6
Asia	59	61	-4.4
Japan	16	16	-1.9
Taiwan	5	9	-39.3
Oceania	13	13	-2.8

(BC STATS & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

In January, BC's hotel occupancy rate continued to slide (-0.3 percentage points), dropping to 65.1%. Room rates in the province also fell to an average price of $121.40, down 1.4% from the previous month.

Passenger traffic at Vancouver airport was slower in January (-0.3%), while volume at Victoria airport surged upward (+5.3%). BC Ferries experienced growth in both vehicle (+1.7%) and passenger traffic (+1.6%). A strong 13.4% increase in the number of vehicles on the Coquihalla was also recorded in January.

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Jan-07	Change from Dec-06
Hotel Industry		
Occupancy rate (%)	65.1	-0.3 pp
Average room charge ($)	121.40	-1.4 pp
(Pannell Kerr Forster)		
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,440	-0.3
US (trans-border)	374	-2.3
Other International	328	-2.0
Canada (domestic)	739	1.5
(YVR)		
Victoria International Airport		
Total traffic	119	5.3
(Victoria Airport Authority)		
Restaurant Receipts	**($ millions)**	**(%)**
All establishments	563	1.4
Food service	529	2.5
Drinking places	34	-12.9
(Statistics Canada)		
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles	215	13.4
(Ministry of Transportation & Highways)		
BC Ferries		
Vehicle Volume	717	1.7
Passenger Volume	1,823	1.6
(BC Ferries)		
Exchange Rates	**Cdn $**	
US $	0.850	-0.02
UK Pound	0.434	-0.01
Japanese Yen	102.428	0.75
Australian $	1.087	-0.02
(Statistics Canada)		

Note: pp percentage points

Revenues at BC's food service and drinking establishments climbed 1.4% in January. Although business at drinking establishments slowed considerably (-12.9%), this decline was overshadowed by an increase in receipts at BC's food service establishments (+2.5%).

A look ahead - February 2007

Early returns show that provincial room revenues were down (-3.4%) in February. Thompson-Okanagan, having showed strong growth in January, appears to have lost steam as revenues fell 11.9%. Room revenues in Mainland/Southwest dipped slightly (-0.2%) and business in Vancouver Island/Coast (-5.0%) was down sharply. Revenues were down in the rest of BC as well with the exception of Kootenay (+2.6%) and North Coast (+0.2%). Always the most volatile region in the province, Northeast experienced another dramatic downturn in revenues in February (-16.5%), the third consecutive month of declines.

Overall, revenues at hotels slipped 0.7% in February. Business at hotels with more than 251 rooms was off slightly (-0.9%) and activity at large hotels (151-250 rooms; 0.0%) was flat. Receipts at medium-sized (76-150 rooms; -0.1%) hotels fell slightly, while small (1-75 rooms; -2.0%) hotels also saw a slump in revenues. In addition, motels (-2.3%), vacation rentals (-3.0%) and fishing lodges, bed and breakfasts, and other types of accommodations (-0.9%), showed a slowdown in revenue growth in February.

International visitor entries to Canada through BC were down (-0.4%) in February. There were fewer travellers arriving from the US (-1.0%) as a decrease in same-day travel (-2.9%) was recorded. The number of visitors from overseas rose (+1.7%) with a greater number of guests from both Asia (+0.3%) and Europe (+3.1%) coming to BC, offsetting a small decline in the number of visitors from Oceania (-0.6%).

Passenger volume at Vancouver airport continued to fall (-0.9%), and volume through Victoria airport slipped (-1.2%) in February. BC Ferries saw a decline in both vehicle (-0.9%) and passenger (-1.2%) volume.

About preliminary numbers

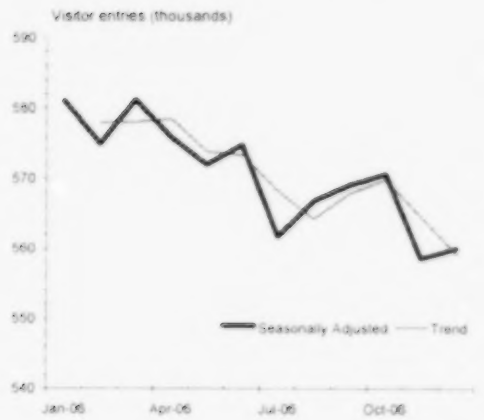
Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 17 reports in 2004 and 2005, BC room revenues changed (rose or fell on a month-over-month basis) on average by 1.7% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Visitor Entries and Other Indicators in 2006

The long-run downward trend in visitor entries continued in 2006 as the number of visitor entries to Canada via BC fell 5.2% to about 6.8 million, the lowest number in more than a decade. Entries were weak throughout the year, with all four quarters showing overall declines and down 19.3% since 2000.

Downward trend in visitor entries continues in 2006



Data Source: Statistics Canada

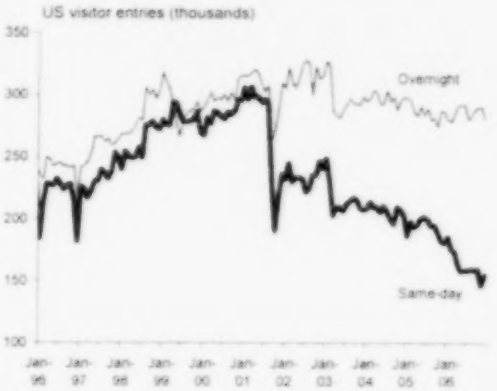
US entries continued to fall for the sixth consecutive year since 2001

Accounting for the largest source of foreign visitors to the province, the US is a major tourism market. The number of visitors from the US has been declining every year since 2001 and continued to fall (-6.5%) in 2006 with same-day entries dropping dramatically (-15.8%) and overnight travel off slightly (-0.2%).

Last year's count of 1.9 million same-day visitors from the US was the lowest level since 1989. In 2006, overnight travel from the US remained relatively unchanged at 3.4 million visitors.

Prior to 2001, the number of same-day trips was only slightly lower than the number of overnight stays. In 2006, the number of overnight visitors was nearly twice that of same-day travellers. The gap between overnight and same-day entries has grown since the end of 2001, reaching 1.5 million in 2006.

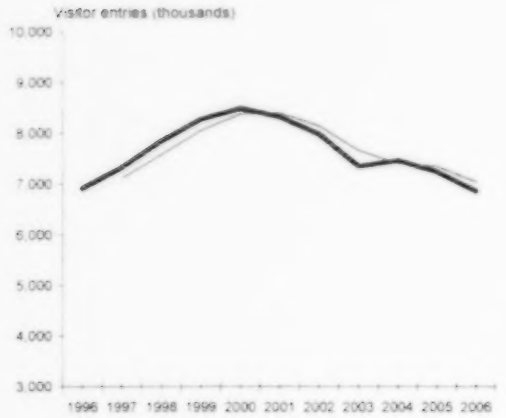
A growing gap between the US same-day and overnight travel



Data Source: Statistics Canada

Ongoing security concerns, which have resulted in longer line-ups and delays at border crossings since September 2001, may have made same-day travel less appealing to potential and formerly frequent visitors from the US. Additionally, an appreciation in the value of the Canadian dollar has increased the cost of travel to BC from the US and made activities such as shopping and sightseeing trips less of a bargain. All of this, coupled with the rapidly rising cost of gasoline, may be keeping some American travellers away from the province.

Entries trending down since 2000



Data Source: Statistics Canada

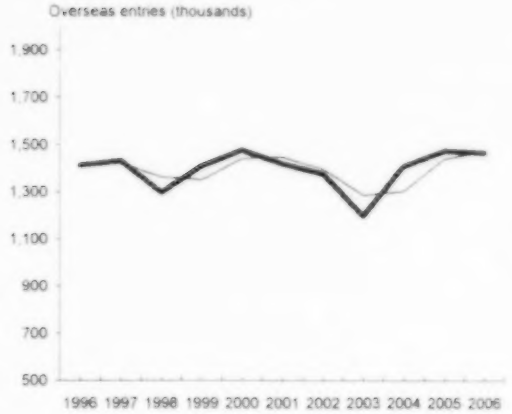
Overseas travel to BC only slightly off in 2006

Travel to BC from overseas markets was down slightly (-0.5%) in 2006, a slowdown following increases recorded in 2004 (+17.6%) and in 2005 (+4.6%). A decline in the number of travellers from Europe (-0.2%), Asia (-0.9%), and Oceania (-1.5%) was also observed in 2006.

Entries started the year weak in January, but recovered quickly through the first quarter. From there and throughout the rest of the year the number of visitors ebbed and flowed from month to month, with the third quarter showing a net loss in the number of travellers to BC. These losses were finally recovered with a late end-of-year increase in December (+1.6%).

The number of entries from Asia was off slightly (-0.9%) in 2006. The most significant change in Asian entries was a sharp decline (-10.5%) in the number of travellers from Japan. Entries from South Korea, the second largest Asian market after Japan, were up (+4.6%), but residents of Taiwan (-6.5%) paid fewer visits to BC while the number of guests from Hong Kong increased only marginally (+0.3%).

Recent growth in overseas visits slows in 2006



Data Source: Statistics Canada

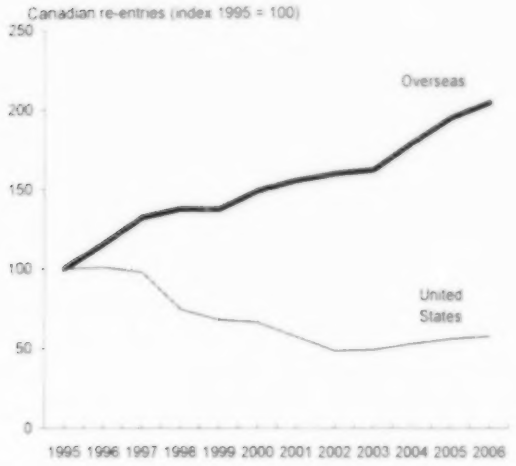
European entries were down slightly (-0.2%) to 493,000 in 2006, as the number of guests from the UK (-2.0%) and Germany (-3.3%) fell. BC also saw fewer (-1.5%) arrivals from Oceania (Australia, New Zealand, and other parts of the South Pacific).

More Canadians return home from overseas travels

The number of Canadians re-entering the country via BC advanced (+3.6%) in 2006. Travel to overseas destinations has been trending upward over the past decade as Canadians explore the world beyond North America. Overseas travel has more than doubled (+104.0%) between 1995 and 2006 with the number of entries rising 4.9% to almost 1.2 million travellers in 2006.

Since 1995, the number of Canadians returning home from visits to the US has nearly halved (-42.2%). However, this downward trend began to increase in 2003, likely due to the ongoing appreciation of the Canadian dollar against the US greenback. In 2006, the number of Canadians returning from the US rose 3.4%.

Canadian re-entries from overseas have doubled between 1995 and 2006, while re-entries from US have nearly halved



Data Source: Statistics Canada

Other Annual Indicators

In the hotel industry, the occupancy rate increased by 1.9 percentage points to 66.0% in 2006, while average room prices rose 5.5%, to $122.88.

Despite the downturn in international visitor entries in 2006, airport traffic statistics continued to increase. Passenger traffic at Vancouver airport rose to over 16.9 million travellers, 3.1% higher than in 2005, with higher volumes on most types of flights. US trans-border (+3.7%) and domestic traffic (+4.4%) all increased, with the decrease in the number of passengers on other international flights being relatively small (-0.1%). Victoria airport welcomed 1.4 million travellers, a 5.4% increase from 2005.

Traveller Entries to Canada via BC (000s)

Period	International								Canadian		
	Total	USA			Overseas				Total	US	Overseas
		Total	Same-day	Overnight	Total	Asia	Europe	Oceania*			
1996	6,907	5,494	2,612	2,883	1,412	778	468	116	13,710	13,039	671
1997	7,323	5,893	2,798	3,094	1,430	798	449	122	13,428	12,660	767
1998	7,845	6,549	3,124	3,425	1,296	653	449	118	10,451	9,652	800
1999	8,269	6,862	3,370	3,492	1,408	716	485	126	9,588	8,789	799
2000	8,482	7,006	3,407	3,599	1,476	759	498	134	9,435	8,569	866
2001	8,313	6,895	3,258	3,637	1,418	732	466	132	8,329	7,426	903
2002	7,971	6,596	2,808	3,788	1,375	764	412	118	7,197	6,270	928
2003	7,335	6,137	2,581	3,557	1,198	578	410	125	7,285	6,343	942
2004	7,448	6,039	2,478	3,562	1,409	716	458	144	7,847	6,806	1,040
2005	7,225	5,751	2,314	3,436	1,474	724	494	157	8,356	7,225	1,131
2006	6,846	5,380	1,950	3,430	1,466	717	493	155	8,659	7,473	1,186
	Percentage Change										
1996	9.6	6.6	3.4	9.5	25.5	39.9	11.7	28.3	-0.4	-1.1	5.1
1997	6.0	7.2	7.1	7.3	1.3	2.5	-3.9	4.9	-2.1	-2.9	14.4
1998	7.1	11.1	11.7	10.7	-9.4	-18.2	0.1	-3.1	-22.2	-23.8	4.2
1999	5.4	4.8	7.9	2.0	8.6	9.7	7.8	6.6	-8.3	-8.9	-0.1
2000	2.6	2.1	1.1	3.1	4.8	6.0	2.8	6.2	-1.6	-2.5	8.5
2001	-2.0	-1.6	-4.4	1.1	-3.9	-3.6	-6.4	-1.4	-11.7	-13.3	4.2
2002	-4.1	-4.3	-13.8	4.2	-3.0	4.4	-11.7	-10.5	-13.6	-15.6	2.7
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8	1.2	1.2	1.5
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6	7.7	7.3	10.4
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9	6.5	6.1	8.7
2006	-5.2	-6.5	-15.8	-0.2	-0.5	-0.9	-0.2	-1.5	3.6	3.4	4.9

BC Ferries carried marginally fewer vehicles (-0.1%), while passenger volumes on board inched lower (-0.5%) as well. On the Coquihalla Highway, 1.3% fewer passenger vehicles passed through tollbooths last year.

Employment in key tourism-related industries improved (+5.1%) in 2006, with increases seen in all sectors. Air transport (+4.0%), food and beverage (+4.7%) arts, entertainment and recreation (+5.8%), and accommodation (+6.5%) industries all hired more workers.

In BC, restaurant and tavern receipts surged 6.7% to over $6.5 billion in 2006 with a 9.6% increase in sales at food services establishments, offsetting a dramatic 21.2% drop in receipts at drinking places.

Other Tourism Indicators (annual)

	2006	Change from 2005
Hotel Industry		
Occupancy rate (%)	66.0	1.9 pp
Average room charge ($)	122.88	5.5%
(Pannell Kerr Forster)		
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	16,929	3.1
US (trans-border)	4,257	3.7
Other International	3,960	-0.1
Canada (domestic)	8,712	4.4
(YVR)		
Victoria International Airport	1,390	5.4
Total traffic		
(Victoria Airport Authority)		
Restaurant Receipts	**($ millions)**	**(%)**
All establishments	6,544.1	6.7
Food service	6,094.9	9.6
Drinking places	449.2	-21.2
(Statistics Canada)		
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles	2,601	-1.3
(Ministry of Transportation & Highways)		
BC Ferries		
Vehicle Volume	8,530	-0.1
Passenger Volume	21,689	-0.5
(BC Ferries)		

Note pp: percentage points

Conclusion

While the tourism sector in BC has seen a downturn in the number of international travellers from the US and overseas, a rise in hotel occupancy rates, room revenues and tourism-related employment indicates that the province's tourism sector is performing better overall.

While comprehensive provincial tourism data for 2006 are not available, this scenario seems quite plausible when examined on the national level. The Canadian Tourism Commission reports that while foreign tourism expenditures in Canada were down 1.8%, domestic tourism spending rose 10.0% in 2006 to $49.7 billion leading total expenditures to $66.9 billion, an increase of 6.7%.

This suggests that while Canada and, by implication, BC cannot neglect the importance of American and overseas visitors it is growth in domestic travel, either inter- or intraprovincial, that was fundamentally supporting the tourism sector in BC in 2006.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,164
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Jan-06	26,588	76,336	21,717	7,045	4,606	1,583	855	5,085	143,814
Feb-06	26,745	73,402	21,519	6,641	4,559	1,771	858	4,314	139,808
Mar-06	26,488	78,226	21,606	6,715	4,674	1,752	815	5,314	145,590
Apr-06	26,502	78,090	22,022	6,795	4,710	1,733	796	5,917	146,565
May-06	26,977	81,872	22,617	7,035	4,744	1,827	839	6,867	152,777
Jun-06	26,833	88,024	22,770	7,149	4,566	1,840	859	7,079	159,120
Jul-06	26,492	82,721	22,307	7,088	4,700	1,807	883	6,974	152,971
Aug-06	26,565	81,942	23,307	7,303	4,547	1,796	869	6,919	153,247
Sep-06	27,003	81,184	23,471	7,096	4,709	1,891	876	6,618	152,848
Oct-06	27,760	85,977	23,734	7,368	4,773	1,924	921	5,641	158,097
Nov-06	28,218	87,461	23,850	7,221	4,946	1,985	925	6,481	161,087
Dec-06	28,526	82,577	24,085	7,626	5,074	2,018	908	5,425	156,240
Jan-07	29,327	86,270	26,913	7,386	5,072	1,968	923	5,296	163,155
Month-over-month growth rates									
Jan-06	-4.3	-2.6	-2.3	7.8	-4.0	-4.9	-0.2	-9.4	-2.7
Feb-06	0.6	-3.8	-0.9	-5.7	-1.0	11.9	0.4	-15.2	-2.8
Mar-06	-1.0	6.6	0.4	1.1	2.5	-1.1	-5.0	23.2	4.1
Apr-06	0.1	-0.2	1.9	1.2	0.8	-1.1	-2.3	11.4	0.7
May-06	1.8	4.8	2.7	3.5	0.7	5.4	5.4	16.1	4.2
Jun-06	-0.5	7.5	0.7	1.6	-3.7	0.7	2.4	3.1	4.2
Jul-06	-1.3	-6.0	-2.0	-0.9	2.9	-1.8	2.8	-1.5	-3.9
Aug-06	0.3	-0.9	4.5	3.0	-3.3	-0.6	-1.5	-0.8	0.2
Sep-06	1.7	-0.9	0.7	-2.8	3.5	5.3	0.8	-4.4	-0.3
Oct-06	2.8	5.9	1.1	3.8	1.4	1.7	5.1	-14.8	3.4
Nov-06	1.6	1.7	0.5	-2.0	3.6	3.2	0.4	14.9	1.9
Dec-06	1.1	-5.6	1.0	5.6	2.6	1.7	-1.8	-16.3	-3.0
Jan-07	2.8	4.5	11.7	-3.1	0.0	-2.5	1.6	-2.4	4.4

January month-over-month percent growth

Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2002	465,543	188,385	297,026	174,173	181,785	112,442	86,833
2003	437,892	180,831	297,403	174,262	181,383	119,487	95,423
2004	467,820	198,608	321,679	185,673	195,057	124,438	98,902
2005	483,529	211,406	346,496	203,087	210,872	133,422	101,283
2006	513,978	230,059	379,559	221,171	234,119	135,298	107,979
Annual growth rates							
2002	3.5	-4.6	0.9	0.7	3.1	4.9	14.7
2003	-5.9	-4.0	0.1	0.1	-0.2	6.3	9.9
2004	6.8	9.8	8.2	6.5	7.5	4.1	3.6
2005	3.4	6.4	7.7	9.4	8.1	7.2	2.4
2006	6.3	8.8	9.5	8.9	11.0	1.4	6.6
Monthly data							
Jan-06	41,309	17,859	30,359	17,658	19,217	10,257	7,835
Feb-06	40,415	17,217	29,799	17,203	19,460	8,912	7,772
Mar-06	40,742	18,458	30,118	17,571	19,341	10,931	8,332
Apr-06	42,243	18,340	30,867	18,533	19,063	11,032	8,467
May-06	42,981	19,755	31,977	18,621	19,258	11,991	9,007
Jun-06	46,090	19,243	31,546	18,576	19,235	11,896	9,435
Jul-06	43,071	19,120	31,653	18,482	18,912	11,906	9,505
Aug-06	42,334	19,060	31,728	18,446	19,412	11,890	9,322
Sep-06	41,737	19,464	32,178	18,642	19,339	11,660	9,392
Oct-06	44,808	21,012	32,951	19,077	20,160	11,480	9,555
Nov-06	44,497	20,709	33,379	19,473	20,157	11,800	9,514
Dec-06	43,753	19,820	33,003	18,890	20,564	11,543	9,843
Jan-07	45,710	20,601	33,796	19,216	21,688	11,977	10,088
Month-over-month growth rates							
Jan-06	-2.2	-3.5	-0.5	-0.8	0.7	-7.0	1.9
Feb-06	-2.2	-3.6	-1.8	-2.6	1.3	-13.1	-0.8
Mar-06	0.8	7.2	1.1	2.1	-0.6	22.7	7.2
Apr-06	3.7	-0.6	2.5	5.5	-1.4	0.9	1.6
May-06	1.7	7.7	3.6	0.5	1.0	8.7	6.4
Jun-06	7.2	-2.6	-1.3	-0.2	-0.1	-0.8	4.8
Jul-06	-6.6	-0.6	0.3	-0.5	-1.7	0.1	0.7
Aug-06	-1.7	-0.3	0.2	-0.2	2.6	-0.1	-1.9
Sep-06	-1.4	2.1	1.4	1.1	-0.4	-1.9	0.8
Oct-06	7.4	8.0	2.4	2.3	4.2	-1.5	1.7
Nov-06	-0.7	-1.4	1.3	2.1	0.0	2.8	-0.4
Dec-06	-1.7	-4.3	-1.1	-3.0	2.0	-2.2	3.5
Jan-07	4.5	3.9	2.4	1.7	5.5	3.8	2.5

January month-over-month percent growth

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jan-07	YTD 07	Jan-06	YTD 06	Jan-07	Jan-06	Jan-07	Jan-06
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	6,653	6,653	1.8	1.8	143	-11	8,113	-124
Total - Hotels	5,544	5,544	1.1	1.1	63	-4	5,588	-70
76+ Rooms	4,286	4,286	3.5	3.5	26	0	3,927	-10
1-75 Rooms	1,257	1,257	-6.2	-6.2	37	-4	1,661	-60
Motels	681	681	16.4	16.4	24	-3	1,046	-69
Vacation Rentals	127	127	-20.4	-20.4	26	1	304	23
19 Cowichan Valley								
Total - All accommodation types	513	513	33.5	33.5	32	-2	642	-2
Motels	106	106	56.2	56.2	15	-1	302	-15
21 Nanaimo								
Total - All accommodation types	2,045	2,045	20.8	20.8	57	1	2,321	-60
Total - Hotels	1,248	1,248	23.3	23.3	18	0	1,095	-54
Motels	382	382	19.9	19.9	21	0	584	-19
Vacation Rentals	369	369	17.6	17.6	16	2	536	17
23 Alberni-Clayoquot								
Total - All accommodation types	1,544	1,544	13.9	13.9	53	4	1,349	53
Motels	132	132	-7.7	-7.7	19	0	381	5
Motels	613	613	3.3	3.3	15	-4	342	
Vacation Rentals	613	613	3.3	3.3	15	4	342	39
Miscellaneous	256	256	28.3	28.3	12	3	363	186
25 Comox-Strathcona								
Total - All accommodation types	2,013	2,013	28.6	28.6	51	1	1,417	-70
Motels	546	546	39.9	39.9	20	0	572	-16
27 Powell River								
Total - All accommodation types	214	214	12.4	12.4	18	1	390	18
43 Mount Waddington								
Total - All accommodation types	231	231	27.0	27.0	16	-1	559	-28
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	2,425	2,425	6.3	6.3	66	1	2,439	2
Total - Hotels	1,690	1,690	4.1	4.1	18	0	1,362	0
Motels	419	419	11.7	11.7	32	-3	846	-82
15 Greater Vancouver								
Total - All accommodation types	41,207	41,207	8.2	8.2	222	-8	25,673	-522
Total - Hotels	38,688	38,688	8.0	8.0	158	-5	22,814	-453
251+ Rooms	19,806	19,806	3.7	3.7	22	-2	8,940	-532
151-250 Rooms	7,838	7,838	18.4	18.4	26	0	5,061	109
76-150 Rooms	8,162	8,162	8.1	8.1	54	-1	5,824	-140
1-75 Rooms	2,883	2,883	12.8	12.8	56	-2	2,989	110
Motels	1,056	1,056	5.8	5.8	32	-2	1,468	-81
Vacation Rentals	1,241	1,241	22.2	22.2	15	-2	501	-150
29 Sunshine Coast								
Total - All accommodation types	274	274	28.4	28.4	16	0	332	0
31 Squamish-Lillooet								
Total - All accommodation types	28,879	28,879	19.7	19.7	96	-4	7,322	-145
Total - Hotels	23,187	23,187	16.9	16.9	42	-3	5,555	-110
1-75 Rooms	1,388	1,388	6.2	6.2	15	-3	545	-110
Vacation Rentals	4,813	4,813	37.8	37.8	31	0	1,268	-44
Miscellaneous	768	768	10.6	10.6	14	-1	267	-6
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	1,246	1,246	-0.5	-0.5	75	-5	2,561	-75
Total - Hotels	759	759	12.9	12.9	15	1	1,086	61
Motels	355	355	-0.8	-0.8	46	-5	1,198	-113

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000) Jan-07	Revenue ($000) YTD 07	% change from Jan-06	% change from YTD 06	Properties (#)	Properties # chg from Jan-06	Rooms (#)	Rooms # chg from Jan-06
33 Thompson-Nicola								
Total - All accommodation types	**5,156**	**5,156**	**15.7**	**15.7**	**132**	**-5**	**5,154**	**-152**
Total - Hotels	2,061	2,061	20.2	20.2	33	-2	2,224	1
76+ Rooms	1,747	1,747	23.9	23.9	13	1	1,478	90
1-75 Rooms	314	314	2.7	2.7	20	-3	746	-89
Motels	1,037	1,037	12.4	12.4	73	-4	2,168	-150
35 Central Okanagan								
Total - All accommodation types	**6,157**	**6,157**	**30.4**	**30.4**	**56**	**-2**	**3,961**	**147**
Total - Hotels	3,267	3,267	21.2	21.2	21	-1	1,912	-4
Motels	407	407	-7.9	-7.9	19	-4	892	-177
37 North Okanagan								
Total - All accommodation types	**2,365**	**2,365**	**37.3**	**37.3**	**41**	**1**	**1,575**	**72**
Motels	301	301	10.3	10.3	18	0	586	0
39 Columbia-Shuswap								
Total - All accommodation types	**3,152**	**3,152**	**29.8**	**29.8**	**85**	**-3**	**3,024**	**44**
Total - Hotels	1,129	1,129	36.0	36.0	19	0	1,113	63
Motels	937	937	35.6	35.6	39	-1	1,470	-9
Kootenay								
01 East Kootenay								
Total - All accommodation types	**4,965**	**4,965**	**2.5**	**2.5**	**99**	**-2**	**4,179**	**-10**
Total - Hotels	1,783	1,783	7.9	7.9	30	4	1,710	182
Motels	486	486	-3.4	-3.4	33	-6	813	-172
Vacation Rentals	1,548	1,548	-1.8	-1.8	13	-1	945	-29
03 Central Kootenay								
Total - All accommodation types	**1,192**	**1,192**	**4.2**	**4.2**	**58**	**-8**	**1,429**	**-11**
Total - Hotels	669	669	12.2	12.2	16	-2	744	-12
Motels	199	199	-3.4	-3.4	22	-3	469	-22
05 Kootenay Boundary								
Total - All accommodation types	**664**	**664**	**28.4**	**28.4**	**32**	**2**	**674**	**25**
Motels	200	200	0.7	0.7	22	1	418	40
Cariboo								
41 Cariboo								
Total - All accommodation types	**923**	**923**	**1.3**	**1.3**	**55**	**-6**	**1,644**	**-96**
Motels	521	521	-2.8	-2.8	33	-4	958	-99
53 Fraser-Fort George								
Total - All accommodation types	**2,221**	**2,221**	**14.0**	**14.0**	**51**	**3**	**2,520**	**17**
Total - Hotels	1,680	1,680	15.0	15.0	18	0	1,447	0
Motels	442	442	8.4	8.4	27	0	958	0
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**354**	**354**	**22.9**	**22.9**	**27**	**0**	**940**	**29**
151-250 Rooms	74	74	34.4	34.4	11	11	328	0
49 Kitimat-Stikine								
Total - All accommodation types	**507**	**507**	**24.9**	**24.9**	**30**	**2**	**766**	**18**
Motels	214	214	37.6	37.6	16	1	383	13
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**580**	**580**	**11.7**	**11.7**	**38**	**-3**	**1,013**	**-86**
Motels	328	328	-1.2	-1.2	21	-3	601	-86
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**5,712**	**5,712**	**4.8**	**4.8**	**66**	**2**	**3,316**	**253**
Total - Hotels	3,018	3,018	-0.2	-0.2	26	3	1,759	245
Motels	2,212	2,212	32.9	32.9	33	0	1,034	16

"-" Data for regions with fewer than 10 properties reporting can not be released

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-07	YTD 07	Jan-06	YTD 06	Jan-07	Jan-06	Jan-07	Jan-06
Vancouver Island/Coast	**13,239**	**13,239**	**11.0**	**11.0**	**374**	**-7**	**14,868**	**-214**
Victoria (C)	5,471	5,471	4.3	4.3	78	-4	5,854	-14
Other CRD	789	789	-6.1	-6.1	54	-8	1,936	-89
Nanaimo (C)	1,434	1,434	26.7	26.7	22	1	1,230	24
Port Alberni (C)	256	256	28.3	28.3	12	0	363	12
Courtenay (C)	873	873	25.4	25.4	11	0	432	-11
Rest of Development Region	4,415	4,415	15.7	15.7	208	4	5,053	-136
Mainland/Southwest	**72,785**	**72,785**	**12.5**	**12.5**	**400**	**-11**	**35,766**	**-665**
Downtown Vancouver (C)	22,920	22,920	4.8	4.8	76	-12	12,439	-907
Other Vancouver (C)	2,796	2,796	11.1	11.1	31	0	2,864	32
Richmond (C)	8,356	8,356	12.9	12.9	24	1	4,104	27
Burnaby (C)	1,627	1,627	2.1	2.1	10	-1	1,321	287
Other GVRD	5,507	5,507	17.4	17.4	80	3	4,927	344
Whistler (DM)	28,192	28,192	19.6	19.6	72	-4	6,667	-159
Rest of Development Region	3,386	3,386	11.1	11.1	107	2	3,444	-289
Thompson/Okanagan	**18,076**	**18,076**	**24.0**	**24.0**	**390**	**-13**	**16,385**	**46**
Penticton (C)	718	718	-4.5	-4.5	31	-3	1,412	-65
Kamloops (C)	4,178	4,178	12.7	12.7	67	2	3,691	30
Kelowna (C)	5,843	5,843	31.8	31.8	45	-1	3,213	-14
Vernon (C)	2,285	2,285	36.5	36.5	33	2	1,522	76
Revelstoke (C)	1,288	1,288	21.0	21.0	26	-1	1,029	-5
Rest of Development Region	3,764	3,764	27.7	27.7	188	-12	5,518	24
Kootenay	**6,822**	**6,822**	**4.9**	**4.9**	**189**	**-8**	**6,282**	**4**
Cranbrook (C)	535	535	19.5	19.5	17	0	775	-18
Nelson (C)	510	510	17.4	17.4	15	2	523	64
Rest of Development Region	5,777	5,777	2.7	2.7	172	-8	5,507	22
Cariboo	**3,144**	**3,144**	**10.0**	**10.0**	**106**	**-3**	**4,164**	**-79**
Quesnel (C)	195	195	-4.6	-4.6	12	0	443	0
Williams Lake (C)	314	314	-1.7	-1.7	10	-1	481	-53
Prince George (C)	1,596	1,596	8.3	8.3	27	0	1,739	0
Rest of Development Region	1,040	1,040	20.5	20.5	57	-2	1,501	-26
North Coast	**861**	**861**	**24.1**	**24.1**	**57**	**2**	**1,706**	**47**
Prince Rupert (C)	297	297	21.5	21.5	16	0	772	0
Terrace (C)	317	317	16.3	16.3	11	0	407	1
Rest of Development Region	247	247	39.4	39.4	30	2	527	46
Nechako	**580**	**580**	**11.7**	**11.7**	**38**	**-3**	**1,013**	**-86**
Smithers (T)	270	270	34.3	34.3	13	1	425	6
Rest of Development Region	309	309	-2.6	-2.6	25	-4	588	169
Northeast	**5,712**	**5,712**	**4.8**	**4.8**	**66**	**2**	**3,316**	**253**
Dawson Creek (C)	862	862	-17.7	-17.7	15	1	556	40
Fort St. John (C)	2,776	2,776	23.1	23.1	17	0	1,106	0
Rest of Development Region	2,074	2,074	-3.4	-3.4	34	1	1,654	213

"-" Data for regions with fewer than 10 properties reporting can not be released

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,163
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Jan-06	11,930	64,707	14,577	6,505	2,859	694	519	5,450	107,242
Feb-06	15,500	69,761	16,869	7,507	3,048	1,080	598	6,296	120,659
Mar-06	19,822	79,478	18,825	7,596	4,013	1,154	687	7,857	139,432
Apr-06	21,809	65,299	15,171	5,029	4,214	1,035	546	5,175	118,279
May-06	29,007	82,732	21,585	5,733	5,047	1,766	807	4,613	151,290
Jun-06	35,072	101,555	26,284	6,675	5,630	3,096	1,105	6,198	185,617
Jul-06	46,646	111,202	41,336	10,939	6,913	3,601	1,220	7,052	228,911
Aug-06	52,844	115,547	46,715	12,072	6,894	3,420	1,284	6,947	245,723
Sep-06	38,204	93,594	28,093	8,495	6,276	2,670	1,304	6,701	185,338
Oct-06	23,109	68,031	17,168	5,154	4,832	1,392	1,087	5,866	126,638
Nov-06	15,554	55,638	10,841	3,207	3,627	1,168	708	5,946	96,687
Dec-06	15,200	70,266	15,541	6,169	3,252	851	539	4,530	116,348
Jan-07	13,239	72,785	18,076	6,822	3,144	861	580	5,712	121,217
Year-over-year percent changes									
Jan-06	6.1	5.7	10.7	14.1	16.8	-4.6	6.7	-7.9	6.3
Feb-06	7.1	2.0	2.2	2.2	7.7	5.4	-10.3	-31.8	0.2
Mar-06	0.6	9.6	-2.7	4.4	13.4	1.1	-18.3	6.1	5.8
Apr-06	2.5	8.5	12.8	4.0	0.0	2.4	-14.9	49.7	8.4
May-06	4.9	12.8	9.2	8.2	9.4	-6.7	-2.2	43.9	10.7
Jun-06	5.7	17.5	10.3	10.5	7.3	6.1	10.1	49.3	14.0
Jul-06	2.3	11.6	4.8	4.8	7.8	3.9	11.6	49.8	8.6
Aug-06	3.5	6.7	16.1	11.3	9.5	2.2	4.0	53.0	8.8
Sep-06	5.3	2.2	12.1	3.0	8.9	11.3	4.8	32.1	5.5
Oct-06	15.6	11.8	16.6	10.7	10.0	21.1	15.8	-4.5	12.2
Nov-06	3.9	2.1	6.8	6.1	8.7	16.1	8.1	22.9	4.6
Dec-06	3.3	4.1	7.4	18.3	6.9	22.7	3.1	-1.0	5.1
Jan-07	11.0	12.5	24.0	4.9	10.0	24.1	11.7	4.8	13.0

January year-over-year percent change

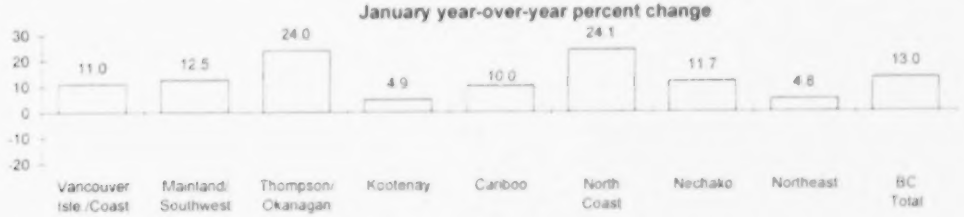


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2002	7,970.8	6,595.9	2,808.1	3,787.8	1,374.9	764.0	411.8	118.0
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,949.8	3,430.0	1,466.2	716.9	492.7	154.7
Annual percent changes								
2002	-4.1	-4.3	-13.8	4.2	-3.0	4.4	-11.7	-10.5
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-15.8	-0.2	-0.5	-0.9	-0.2	-1.5
Monthly data								
Feb-06	575	454	175	279	121	61	39	13
Mar-06	581	458	174	284	123	60	41	13
Apr-06	576	455	163	292	121	58	42	13
May-06	572	449	158	292	123	58	43	13
Jun-06	575	450	159	292	124	60	42	14
Jul-06	562	439	158	280	123	60	42	13
Aug-06	567	443	159	283	124	60	43	13
Sep-06	569	447	158	288	122	60	42	13
Oct-06	571	449	159	290	121	59	40	12
Nov-06	559	436	146	290	122	59	41	12
Dec-06	560	436	154	281	124	61	40	13
Jan-07	566	443	155	288	123	59	42	13
Feb-07	563	439	150	288	125	59	43	13
Month-over-month growth rates								
Feb-06	-1.0	-2.4	-5.4	-0.4	4.4	3.4	3.4	8.8
Mar-06	1.1	0.8	-1.0	2.0	2.0	-1.7	6.6	5.5
Apr-06	-0.9	-0.7	-6.0	2.6	-1.8	-2.8	1.1	1.3
May-06	-0.7	-1.2	-3.4	0.1	1.2	-0.6	3.1	0.5
Jun-06	0.5	0.2	0.6	0.0	1.5	2.6	-1.6	1.1
Jul-06	-2.3	-2.5	0.0	-3.9	-1.2	1.0	0.6	-6.0
Aug-06	0.9	0.9	0.6	1.0	0.9	-0.3	0.7	4.2
Sep-06	0.4	0.9	-0.6	1.7	-1.4	0.0	-2.6	-1.3
Oct-06	0.3	0.6	0.5	0.6	-0.9	-0.9	-2.7	-4.8
Nov-06	-2.1	-2.9	-8.1	-0.1	0.9	-0.2	2.0	-0.6
Dec-06	0.3	-0.1	5.5	-2.9	1.6	3.2	-2.0	4.9
Jan-07	1.0	1.7	0.3	2.5	-1.3	-4.4	3.9	-2.8
Feb-07	-0.4	-1.0	-2.9	0.1	1.7	0.3	3.1	-0.6

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2002	14,878	7,422	3,855	3,600	1,102	8,272	21,540	2,530
2003	14,321	7,267	3,814	3,241	1,183	8,263	21,348	2,480
2004	15,726	7,986	3,964	3,775	1,250	8,532	21,955	2,586
2005	16,419	8,348	4,107	3,965	1,318	8,539	21,791	2,635
2006	16,929	8,712	4,257	3,959	1,390	8,530	21,689	2,601
Annual growth rates								
2002	-3.9	-5.7	-3.6	-0.2	-4.8	2.1	1.1	2.8
2003	-3.7	-2.1	-1.1	-10.0	7.3	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.7	-0.1	5.5	-0.1	-0.5	-1.3
Monthly data								
Feb-06	1,386	715	351	320	112	706	1,792	201
Mar-06	1,409	727	350	332	113	712	1,806	212
Apr-06	1,413	724	356	334	113	714	1,809	219
May-06	1,410	737	348	325	120	710	1,810	218
Jun-06	1,406	726	346	335	119	712	1,809	218
Jul-06	1,422	740	348	334	116	712	1,815	219
Aug-06	1,408	733	347	329	119	718	1,822	228
Sep-06	1,408	728	357	324	118	719	1,822	228
Oct-06	1,417	718	369	330	118	723	1,834	238
Nov-06	1,437	732	369	337	117	668	1,720	203
Dec-06	1,445	729	382	334	113	705	1,794	189
Jan-07	1,440	739	374	328	119	717	1,823	215
Feb-07	1,427	726	358	343	117	710	1,801	219
Month-over-month growth rates								
Feb-06	1.3	1.3	4.8	-2.2	-1.1	-3.3	-3.5	-11.4
Mar-06	1.7	1.7	-0.4	4.0	0.8	0.8	0.8	5.8
Apr-06	0.3	-0.5	1.7	0.3	-0.7	0.3	0.2	3.4
May-06	-0.3	1.8	-2.1	-2.6	6.4	-0.6	0.1	-0.6
Jun-06	-0.2	-1.4	-0.7	3.0	-1.0	0.3	-0.1	0.0
Jul-06	1.1	1.9	0.5	0.0	-2.3	0.0	0.3	0.4
Aug-06	-0.9	-0.9	-0.3	-1.7	2.8	0.8	0.4	4.2
Sep-06	0.0	-0.7	3.0	-1.6	-0.9	0.2	0.0	0.0
Oct-06	0.6	-1.3	3.3	2.0	0.3	0.6	0.7	4.5
Nov-06	1.4	1.9	0.1	2.0	-1.5	-7.6	-6.2	-15.0
Dec-06	0.5	-0.5	3.7	-0.7	-3.4	5.5	4.3	-6.6
Jan-07	-0.3	1.5	-2.3	-2.0	5.3	1.7	1.6	13.4
Feb-07	-0.9	-1.7	-4.1	4.6	-1.2	-0.9	-1.2	2.2

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector ('000)					Hotel Industry[2]		Consumer Price Index[1]	
	Total tourism related	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data									
2002	196.7	13.1	31.6	120.0	32.0	58.9	117.0	124.2	125.4
2003	201.4	13.1	31.5	124.0	32.9	58.3	113.7	111.8	127.6
2004	205.7	12.9	31.5	125.8	35.4	61.3	115.7	102.5	129.9
2005	211.1	13.1	33.1	129.0	35.9	64.0	116.6	99.2	133.8
2006	221.9	13.6	35.2	135.1	37.9	66.0	123.1	96.2	137.1
Annual Growth Rates									
2002	0.7	-8.7	1.0	1.5	1.5	-0.4	0.7	-6.9	3.3
2003	2.4	0.1	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	2.1	-1.5	0.1	1.5	7.8	3.0	1.7	-8.4	1.8
2005	2.6	1.6	5.0	2.6	1.2	2.8	0.8	-3.2	3.0
2006	5.1	4.1	6.5	4.7	5.8	1.9	5.6	-3.0	2.5
Monthly data									
Feb-06	218.5	13.4	34.8	132.3	38.0	65.8	119.80	94.3	135.8
Mar-06	219.8	13.4	35.2	133.3	37.9	65.4	120.00	95.8	136.0
Apr-06	220.0	13.2	35.2	133.5	38.1	65.9	121.30	95.3	136.8
May-06	220.3	13.5	35.3	134.4	37.0	66.7	125.70	95.9	137.3
Jun-06	219.9	13.8	34.9	133.7	37.5	67.1	125.60	96.1	137.0
Jul-06	220.0	13.7	34.7	133.9	37.7	65.6	124.80	95.6	136.6
Aug-06	221.2	14.1	35.0	134.4	37.7	65.2	124.10	96.1	136.6
Sep-06	222.8	13.6	35.5	135.8	37.9	65.1	123.30	96.0	136.6
Oct-06	224.8	13.8	35.6	137.5	37.9	67.4	124.90	97.1	137.1
Nov-06	230.3	13.9	36.2	141.3	38.8	66.6	124.50	97.6	140.3
Dec-06	227.5	13.8	35.5	139.2	39.0	65.4	123.10	97.6	140.6
Jan-07	226.7	13.9	35.3	138.8	38.7	65.1	121.40	98.3	139.9
Feb-07	227.7	13.8	35.2	139.6	39.1	55.2	119.30	99.8	139.3
Month-over-month growth rates									
Feb-06	0.5	0.9	0.1	0.5	0.5	0.1	-0.1	-3.0	0.7
Mar-06	0.6	0.4	1.0	0.8	-0.3	-0.4	0.2	1.6	0.1
Apr-06	0.1	-1.4	0.2	0.1	0.4	0.5	1.1	-0.5	0.6
May-06	0.1	2.3	0.1	0.7	-2.7	0.8	3.6	0.6	0.4
Jun-06	-0.2	1.7	-1.1	-0.5	1.2	0.4	-0.1	0.2	-0.2
Jul-06	0.1	-0.6	-0.5	0.2	0.5	-1.5	-0.6	-0.5	-0.3
Aug-06	0.6	3.2	0.8	0.4	0.0	-0.4	-0.6	0.5	0.0
Sep-06	0.7	-3.4	1.3	1.0	0.7	-0.1	-0.6	-0.1	0.0
Oct-06	0.9	1.1	0.4	1.3	-0.2	2.3	1.3	1.1	0.4
Nov-06	2.5	0.9	1.7	2.8	2.6	-0.8	-0.3	0.5	2.3
Dec-06	-1.2	-0.8	-1.8	-1.5	0.3	-1.2	-1.1	0.0	0.2
Jan-07	-0.4	0.8	-0.6	-0.3	-0.7	-0.3	-1.4	0.7	-0.5
Feb-07	0.4	-1.1	-0.1	0.5	1.2	-9.9	-1.7	1.5	-0.4

[1] Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats

[2] Source: Pannell Kerr Forster and BC Stats

[3] Occupancy Rate change expressed as percentage point change

[4] No identifiable seasonality

[5] Hotel Occupancy Rate and Room Rate are not available for January from Pannell Kerr Forster

Table 9: BC Restaurant and Tavern Receipts, Seasonally Adjusted

Period	Restaurants and Taverns [1]					
	Receipts ($ million)					
	BC			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2002	5,403.0	546.2	4,856.8	34,527.9	2,610.2	31,917.7
2003	5,654.4	584.9	5,069.5	35,043.2	2,626.9	32,416.4
2004	5,961.7	624.3	5,337.5	36,682.9	2,708.5	33,974.4
2005	6,131.2	570.0	5,561.2	37,951.7	2,690.0	35,261.7
2006	6,544.1	449.2	6,094.9	40,063.6	2,572.4	37,491.2
Annual growth rates						
2002	1.6	2.3	1.5	2.3	0.3	2.5
2003	4.7	7.1	4.4	1.5	0.6	1.6
2004	5.4	6.7	5.3	4.7	3.1	4.8
2005	2.8	-8.7	4.2	3.5	-0.7	3.8
2006	6.7	-21.2	9.6	5.6	-4.4	6.3
Monthly data						
Feb-06	534	37	496	3,355	214	3,141
Mar-06	535	35	501	3,331	207	3,124
Apr-06	566	36	530	3,267	216	3,052
May-06	543	36	507	3,275	217	3,058
Jun-06	540	37	503	3,291	213	3,078
Jul-06	542	40	503	3,286	217	3,069
Aug-06	552	39	513	3,317	211	3,106
Sep-06	550	39	511	3,342	211	3,131
Oct-06	549	35	513	3,393	215	3,178
Nov-06	546	33	513	3,387	210	3,176
Dec-06	556	39	516	3,463	221	3,241
Jan-07	563	34	529	3,474	211	3,263
Feb-07	560	30	530	3,425	197	3,228
Month-over-month growth rates						
Feb-06	0.5	-11.3	1.5	-0.1	-2.7	0.1
Mar-06	0.3	-7.5	0.9	-0.7	-3.5	-0.5
Apr-06	5.7	5.0	5.8	-1.9	4.2	-2.3
May-06	-4.1	-1.3	-4.3	0.2	0.4	0.2
Jun-06	-0.6	2.5	-0.8	0.5	-1.5	0.6
Jul-06	0.5	7.5	0.0	-0.2	1.7	-0.3
Aug-06	1.9	-1.5	2.1	0.9	-2.7	1.2
Sep-06	-0.4	-0.1	-0.4	0.7	-0.1	0.8
Oct-06	-0.2	-9.0	0.5	1.5	1.9	1.5
Nov-06	-0.5	-6.9	-0.1	-0.2	-2.1	-0.1
Dec-06	1.8	19.3	0.6	2.3	5.1	2.1
Jan-07	1.4	-12.9	2.5	0.3	-4.6	0.7
Feb-07	-0.5	-12.5	0.2	-1.4	-6.7	-1.1

[1] Source: Statistics Canada & BC Stats

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Finance and Corporate Relations.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges – All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, mannas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals – Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous – Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the Hotel Room Tax Act and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least four properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Management Services, using data from the Consumer Taxation Branch of the Ministry of Finance and Corporate Relations.

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